

Phone Message for Woodward, Ellis

From: Kram, Caroline
 Date: Thu, Oct 26, 1995 2:36 PM
 Name: Kathleen McNamara
 Phone: 3046
 • Telephoned
 To: Woodward, Ellis

Jim Botticelli & Tom Collamore would like you to speak with Frank Feather (he's going to be a speaker at the Corp. Affairs conf.) about our legal situation and update him on what is going on. She has already spoken with Mike York. Frank's telephone number is 905-841-8008. If you have any questions, you can call her.

Media Inquiry for Woodward, Ellis

To: Merlo, Ellen
 Cc: Carraro, Tara; Colby, Dolly; Coughlin, Mary; Daragan, Karen; Firestone, Marc; Han, Vic; Laufer, David; Martin, Maria; McCormick, Brendan; Nicoli, David; Rainey, Karen; Woodward, Ellis
 From: Kiley, Debbie
 Date: Thu, Oct 26, 1995 2:53 PM
 Reporter: Lee Bohman
 Phone No. 202/408-2724 fax202/408-5940
 Media Outlet:
 FW: Scripps Howard
 Location: Washington
 Topic: American Cancer Society
 Deadline: Today?..

Reporter would like comment re: the ACS new advertising campaign. What does PM think of the ads. He said the ads specifically mention PM and our promotional items. Would like to take the story one step further and discuss what PM is doing to curb teenage smoking. What ad campaigns are PM running regarding teen smoking? He is working on a 4pm deadline.

EM: KD told me you would like to handle.

To: Carraro, Tara; Coughlin, Mary; Daragan, Karen; Kiley, Debbie; Laufer, David; McCormick, Brendan; Rainey, Karen
 From: Martin, Maria on Thu, Oct 26, 1995 12:17 PM
 Media Outlet: Scripps Howard

What is the reaction to the American Cancer Society's Advertising on FDA regulation running on CNN tonight? Also any Philip Morris response as of late.

Note for Woodward, Ellis

From: Laufer, David
 Date: Thu, Oct 26, 1995 2:54 PM
 Subject: RE: Ammonia/PMGLOBE
 To: Firestone, Marc; Keane, Denise; Mednick, Elaine
 Cc: Gamble, William; Holt, Barry; Merlo, Ellen; Woodward, Ellis

It seems to me that since we made our more detailed statement with the information below AFTER the WSJ story ran, the paranthetic conclusion of the following graph is not a fair shot. Also, I think the information may have been in the story, by way of B&W's statement. If we are going to skewer someone for accuracy and fairness, we had better be accurate and fair...

"For example, in a news release issued on the same day the Journal's article was published, PM USA noted that ammonia is naturally present in tobacco. PM USA's use of ammonia added to reconstituted tobacco (particles and stems not usable unless reconstituted) in the manufacturing process has been public knowledge for 25 years. (None of this information was reported in the newspaper.)"

From: Mednick, Elaine on Wed, Oct 25, 1995 9:31 AM
 Subject: FW: Ammonia/PMGLOBE
 To: Firestone, Marc; Keane, Denise
 Cc: Gamble, William; Holt, Barry; Laufer, David; Merlo, Ellen; Woodward, Ellis
 File(s): 11/95JOURNAL

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As we are going to page tomorrow, I'd very much appreciate your comments/changes by end of business today. Thanks.

From: Merlo, Ellen on Wed, Oct 25, 1995 9:24 AM
 Subject: RE: Ammonia/PMGLOBE
 To: Mednick, Elaine
 Cc: Firestone, Marc; Gamble, William; Holt, Barry; Keane, Denise; Laufer, David; Woodward, Ellis

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THE STORY IS FINE WITH ME, BUT I WOULD LIKE MARC FIRESTONE AND DENISE TO BLESS IT BEFORE IT GOES.

From: Mednick, Elaine on Tue, Oct 24, 1995 5:16 PM
 Subject: Ammonia/PMGLOBE
 To: Merlo, Ellen
 Cc: Gamble, William; Holt, Barry
 File(s): 11/95JOURNAL

Attached is article for November issue. Please make changes and/or okay by tomorrow, if possible. This will be the first article under the logo, "Media Watch." The point of the column is to highlight distortions of issues/record in the media. I thought the ammonia flap was a good issue to start with.

Thanks.

Note for Woodward, Ellis

From: Laufer, David
 Date: Thu, Oct 26, 1995 2:55 PM
 Subject: RE: Mason Dixon Polls

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